Entrepreneurship Projects

#3 Logo & Tagline

**Objective**: To produce a company logo and tagline.

**Background Info:** What is the Company Description of a Business Plan?

* What is a Logo?
  + A name, symbol or trademark designed for easy recognition.
  + Logos can be made up of test only, or a combination of text and graphic.
* Business Documents Which Use Logos
  + Business Cards
  + Letterhead
  + Advertisements
  + Flyers
  + Brochures
  + Signs & Posters
* Logo Design Guidelines:
  + Project the company’s image.
  + Design should be simple and easy to read.
  + Logos should be unique, easily recognizable and be different from your competitors.
  + Avoid using too many colors
* [](http://images.google.com/imgres?imgurl=http://www.schispanicoutreach.org/images/lowes_logo.jpg&imgrefurl=http://www.schispanicoutreach.org/sponsors.htm&usg=__VbWCmZ_Kji0n-7wtrWPD73Knvt8=&h=249&w=432&sz=31&hl=en&start=8&tbnid=iFfFl6r5v8JZ-M:&tbnh=73&tbnw=126&prev=/images?q=Lowes+logo&gbv=2&hl=en&safe=active)[](http://images.google.com/imgres?imgurl=http://www.brandsoftheworld.com/brands/0014/4013/brand.gif&imgrefurl=http://www.brandsoftheworld.com/catalogue/P/144013.html&usg=__woSR1MrK67_1DtK2NkvOjk-r2zE=&h=200&w=200&sz=3&hl=en&start=10&tbnid=Es1WSNxpb1r2tM:&tbnh=104&tbnw=104&prev=/images?q=petsmart+logo&gbv=2&hl=en&safe=active)[](http://images.google.com/imgres?imgurl=http://www.leighmgt.com/SteveSheet/Images/advebay.gif&imgrefurl=http://www.leighmgt.com/SteveSheet/wrebay.htm&usg=__9uM8gY8WhLw95j-Hry_iyBA_6ak=&h=175&w=175&sz=2&hl=en&start=9&tbnid=xKw7YfxW4N7iRM:&tbnh=100&tbnw=100&prev=/images?q=ebay+logo&gbv=2&hl=en&safe=active&sa=G)[](http://images.google.com/imgres?imgurl=http://www.jwselectronics.com/images/Best_Buy_Logo_3.jpg&imgrefurl=http://www.jwselectronics.com/&usg=__TE7FihdCAI3VQ4HQ7LHzlpFYlPo=&h=400&w=600&sz=26&hl=en&start=2&tbnid=v_w5Wcp62ImVVM:&tbnh=90&tbnw=135&prev=/images?q=Best+Buy+logo&gbv=2&hl=en&safe=active&sa=G)[](http://images.google.com/imgres?imgurl=http://deahlinsurance.com/logo_gap.jpg&imgrefurl=http://deahlinsurance.com/GAP.htm&usg=__un5UEKlOKBuBL64aEAXldK5Qd50=&h=195&w=193&sz=27&hl=en&start=2&tbnid=kVFuIZLK4QKNuM:&tbnh=104&tbnw=103&prev=/images?q=gap+logo&gbv=2&hl=en&safe=active&sa=G)Well-Known Logo Examples:
* What is a Tagline?
  + Repeated phrase or selection of words associated with a specific company (slogan).
  + First step in building a brand and gaining recognition. Taglines are first impressions.
  + Can build over the years and create an inexpensive form of advertising.
  + Successful Taglines will:
    - Be short and to the point
    - Consist of no more than 4-6 words
    - Convey a message of what your business provides
    - Be consistent with your logo design
    - Be easy to remember by potential customers.
* Well-Known Taglines:
  + Good To The Last Drop Maxwell House Coffee
  + Mmm…mmm…good! Campbell’s
  + I’m Lovin’ It McDonald’s
  + Drivers Wanted Volkswagen
  + Always Low Prices Wal-Mart
  + Have It Your Way Burger King

***TASK #1: Create a Logo*:**

**Create on the computer at least 2 possible logos.**Survey your classmates for their Favorite .   
Save your **final logo** on computer with a .jpeg extension.

**Recommended Programs other than Paint**: [www.LogoMaker.com](http://www.LogoMaker.com) or [www.VistaPrint.com](http://www.VistaPrint.com).

These programs may not let you save your work on the computer.

Ctrl + “Print Screen” key allows you to copy the image of your screen and paste the work into Paint when it is **completely** **finished** and does not require changes.   
(Make sure your mouse is not visible on your logo when you copy the screen image)

***TASK #2: Create a Tagline*** *(make sure your logo and tagline work together)*

Jot down at least 2 taglines that you could use for your business:



**Chosen Tagline: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Saving Your Work: YOU WILL HAVE 2 FILES FOR THIS PROJECT.**

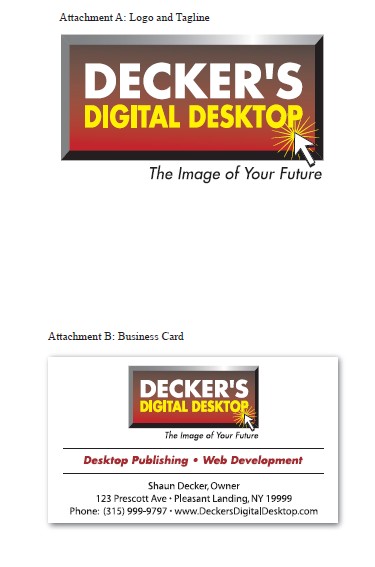
Save your work as ***Last Name\_Project 3\_Logo Doc*** in your “Business Plan” folder

ALSO – Save your Logo Image as ***Last Name\_Project 3\_Logo Image*** in your “Business Plan” folder.

All future projects will be saved to this same folder – “Business Plan”

At this point, you should now have selected your business to run and operate, chosen a company name, have a company description and have a good logo and tagline team.

**Below you will find a Sample “Logo & Tagline”**

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